



Central Carolina Community Foundation  
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## **FACT SHEET: Midlands Gives presented by Central Carolina Community Foundation**

**WHAT:** Midlands Gives is a 24-hour, local online giving challenge hosted by Central Carolina Community Foundation, the Midlands' expert on philanthropy. In 2017, the event's fourth year, more than 300 nonprofits have registered to participate.

**WHEN:** Tuesday, May 2, 2017, 12:01 a.m. – 11:59 p.m.

**WHERE:** Online giving via [www.MidlandsGives.org](http://www.MidlandsGives.org) to nonprofits throughout the eleven-county service area of the Central Carolina Community Foundation: Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda and Sumter.

**MISSION:** The ultimate goals of Midlands Gives are to increase giving throughout the Foundation's 11-county service area and to build the capacity of the participating nonprofit organizations to increase their donor support.

**REASONS TO GIVE:** With a minimum donation of only \$20, Midlands Gives is an opportunity for all people to be a philanthropist, plus it provides opportunities throughout the day for sponsored prizes that increase their donations. The day of giving brings the local community together as one, creating a sense of regional pride and community collaboration.

**HISTORY:** In its fourth year, Midlands Gives – hosted by Central Carolina Community Foundation, the Midlands' expert on philanthropy – serves as a hub for donors to give online to hundreds of local nonprofits in the 11 Midlands counties served by the Foundation. In 2016, Midlands Gives raised \$1.6 million via 12,536 individual gifts, toward 382 charities. In 2015, Midlands Gives raised an astonishing \$1,543,032.65, via 11,372 individual gifts, toward 251 charities. In 2014, the event's inaugural year, \$704,932.23 was raised, via 5,186 individual gifts, toward 150 charities. Midlands Gives is one of almost 100 giving days that take place in cities across America throughout the year. In 2015, Midlands Gives ranked 7th in the nation in number of individual gifts.

**CORPORATE PHILANTHROPY CHAMPION PROGRAM:** The Corporate Philanthropy Champion program has engaged the local business community in creative ways. Tax-deductible gifts can have an even bigger impact by helping nonprofits win prizes and bonus funds throughout Midlands Gives day such as "Power Hours." 19 businesses donated more than \$95,000 in additional prizes for Midlands Gives 2016, a 200% increase from previous years. Major prizes were sponsored by Aflac, SCE&G, BB&T, BlueCross BlueShield of South Carolina,



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Colonial Life and Nephron Pharmaceuticals. Bonus pools from regional endowments amplified donations in Orangeburg and Calhoun, Chapin, Kershaw and Sumter Counties, as well.

**NONPROFITS:** Any 501 (c)(3) nonprofit organization in good standing with the Secretary of State, with a local office in one of the 11 Midlands counties served by the Foundation, is eligible to register. Nonprofits receive low-cost social media and fundraising training sessions offered by the South Carolina Association of Nonprofit Organizations, as well as branding and strategy training by the Foundation.

**PROMOTION:** Participating nonprofits promote Midlands Gives to their audience through social media, newsletters, emails, direct mail and other creative approaches. Midlands Gives is promoted heavily on social media and through public relations outreach, including print and online media and radio and television. CCCF also features the event in its quarterly newsletter and blog.

**WHO IT SERVES:** Midlands Gives works with nonprofit organizations in the following 11 counties in the Midlands: Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda and Sumter.

**WEBSITES:** [www.midlandsgives.org](http://www.midlandsgives.org) | [www.yourfoundation.org](http://www.yourfoundation.org)

**SOCIAL MEDIA:**

Twitter Hashtag: #MidlandsGives

Twitter: @CCCftweets | <https://twitter.com/cccftweets>

Facebook: [www.facebook.com/CentralCarolinaCommunityFoundation](http://www.facebook.com/CentralCarolinaCommunityFoundation)

Instagram: [www.instagram.com/cccpics](http://www.instagram.com/cccpics)

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